

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ICA-20 PA-02 /043 W  
-----018988 142018Z /42

R 141953Z APR 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7732  
USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMEMBASSY COPENHAGEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMEMBASSY HELSINKI  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
AMEMBASSY OSLO  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL STUTTGART

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FRANKFURT ALSO FOR USTS

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJ: FY 79 FBP SHOW: NAVA '79: NATIONAL AUDIO-  
VISUAL CONVENTION AND EXHIBIT, NEW ORLEANS,  
JAN. 10-15, 1979

REF: (A) STATE 048966, (B) BONN 3930 (NOTAL),  
(C) BONN 06371

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SUMMARY.

1. INITIAL PROBE OF GERMAN INTEREST IN NAVA '79 HAS  
DETECTED LITTLE TO DATE. EMBASSY REQUESTS FOLLOWING  
ACTION: (A) USDOC: CONFIRMATION THAT SHOW IS NOW  
FIRMLY SCHEDULED. SEND 100 BROCHURES; (B) GERMAN  
POSTS: CONTACT TRAVEL AGENTS AND OTHER GROUPS TO PROBE

FOR INTEREST; (C) INFO ADDRESSEES IN EUROPE: PLEASE IDENTIFY CARRIERS OR TRAVEL AGENTS IN YOUR COUNTRIES ORGANIZING GROUP TRAVEL TO NAVA '79 IN WHICH GERMAN FIRMS COULD TAKE PART.  
END SUMMARY.

2. REF A LISTED NAVA '79 AS A TENTATIVE FBP SHOW STILL UNDER NEGOTIATION. REF C INDICATED NAVA '79 WAS ONE OF SIXTEEN FAIRS US MISSIONS TO FRG AND WEST BERLIN INTENDED PROMOTE IN REMAINDER FY 78, 79 AND 80. POST ASSIGNED TO QUARTERBACK MISSION-WIDE SUPPORT IS

EMBASSY BONN. THIS MESSAGE IS STATUS REPORT ONE ON OUR EFFORTS TO DATE.

3. AS OF APRIL 14 EMBASSY HAD NOT YET DETECTED STRONG INITIAL INTEREST IN FRG IN ATTENDING NAVA '79 BUT WE ARE ONLY IN EARLIEST STAGE OF PROBING.

4. RECENTLY COMPLETED (MARCH 1978) USDOC CONTRACT MARKET SURVEY BY DR. K.W. KINDEL OF BERLIN ("SURVEY OF THE GERMAN MARKET FOR EDUCATIONAL AND TRAINING MATERIALS AND EQUIPMENT") WAS UNDERTAKEN TO MEASURE POTENTIAL INTEREST IN SCHEDULED USDOC PAVILION IN FORTHCOMING GERMAN EDUCATIONAL TRADE FAIR "DIDACTA" IN DUSSELDORF, MARCH 1979. EMBASSY, AFTER DISCUSSIONS  
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WITH KINDEL, IS MAKING INITIAL CONTACTS IN GERMAN AUDIOVISUAL FIELD ON BASIS OF KINDEL REPORT LEADS -- AND OTHER SOURCES.

5. TO DATE WE HAVE NOT IDENTIFIED ANY MAJOR GERMAN TRAVEL AGENT ORGANIZING A GROUP VISIT TO NAVA '79.

HAPAG-LLOYD STUDIENREISEN OF FRANKFURT, FOR INSTANCE, SAYS GERMANS LIKELY TO ATTEND NAVA '79 ARE TOP PEOPLE OF TOP COMPANIES AND WILL PREFER MAKE OWN ARRANGEMENTS.

6. MR. MEYER, HEAD OF PUBLIC RELATIONS DEPARTMENT OF MUNICH'S INSTITUT FUER FILM IN WISSENSCHAFT UND UNTERRICHT WAS SKEPTICAL THAT US SHOW WOULD ATTRACT MANY GERMANS BECAUSE (A) SHOW IS SMALL AND (B) NO TECHNICAL PAPERS ARE BEING READ OR SYMPOSIA ORGANIZED IN CONNECTION WITH EVENT.

7. WE WILL CONTINUE OUR GENERAL PROBING OF GERMAN INTEREST IN THIS SHOW. IN MEANWHILE WE MAKE FOLLOWING REQUESTS.

8. ACTION REQUESTED:

(A) USDOC: PLEASE ADVISE WHETHER NEGOTIATIONS WITH  
SHOW ORGANIZERS HAVE BEEN COMPLETED AND WHETHER SHOW  
IS DEFINITELY PART OF FBP SCHEDULE FOR FY 79. IF SO,  
PLEASE SEND 100 COPIES SHOW BROCHURES BY INTERNATIONAL

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INFO OCT-01 ISO-00 EB-08 ICA-20 PA-02 /043 W  
-----018952 142018Z /42

R 141953Z APR 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7733  
USMISSION USBERLIN  
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AMCONSUL BREMEN  
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AIR FREIGHT TO KILLOUGH, USIMC COLOGNE. WILL ANY  
TECHNICAL PAPERS BE READ AT SHOW? IS THERE A LIST OF  
GERMAN VISITORS TO NAVA 78? IF SO, PLEASE SEND.

(B) POSTS IN FRG AND US MISSION BERLIN: PLEASE CHECK

WITH YOUR TRAVEL AGENT CONTACTS AND CARRIERS TO SEE IF  
ANY ARE ORGANIZING TRIPS TO NAVA. EITHER CONTACT (OR  
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ADVISE EMBASSY WHOM TO CONTACT) SELECTED POTENTIAL  
TRAVELERS TO MEASURE INTEREST IN ATTENDING SHOW. REPORT  
RESULTS TO BONN.

(C) OTHER INFO ADDRESSEES IN EUROPE: ARE YOU PLANNING  
SUPPORT NAVA? ARE YOU WORKING WITH A TRIP ORGANIZER  
WHICH COULD ACCOMODATE INTERESTED TRAVELERS FROM FRG  
AND BERLIN?

9. FYI: NAVA 78 SHOW BROCHURE SAYS NAVA 77 HELD IN  
ANAHEIM WAS FILMED BY USIS WITH COPIES OF FILM  
DISTRIBUTED TO ALL US DIPLOMATIC POSTS. EMBASSY HAS  
NOT LAID HANDS ON THIS BUT WE WILL VIEW IT AND COMMENT

LATER ON ITS VALUE AS A RECRUITING DOCUMENT.  
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## Message Attributes

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**Disposition Approved on Date:**  
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